

Substitute for form 1449A/PTO

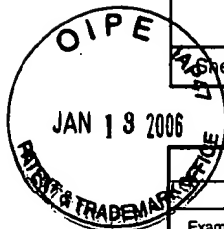
**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 1 of 2

Complete if Known

Application Number	09/905,036
Filing Date	July 12, 2001
First Named Inventor	Hull, Jonathan J.
Art Unit	2164
Examiner Name	Leslie Wong
Attorney Docket Number	015358-006000US

**U.S. PATENT DOCUMENTS***

Examiner Initials*	Cite No. ¹	Document Number Number Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
LB	AA	US-6,804,659	10-12-2004	Graham et al.	
LB	AB	US-5,546,502	08-13-1996	Hart et al.	
LB	AC	US-2004/0059708 A1	03-25-2004	Dean et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document			Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³	Number ⁴	Kind Code ⁵ (if known)				
LB	AD	JP	08-255163		10-01-1996			abst. only
LB	AE	JP	02-001057		01-05-1990			abst. only
LB	AF	JP	06-203024		07-22-1994			abst. only

Examiner
Signature

Date
Considered

3/31/06

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² Kind Codes of U.S. Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

60671549

Substitute for form 1449B/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet

2

of

2

Complete if Known

Application Number	09/905,036
Filing Date	July 12, 2001
First Named Inventor	Hull, Jonathan J.
Art Unit	2164
Examiner Name	Leslie Wong
Attorney Docket Number	015358-006000US

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
UB	AG	"Google Advertising Programs, For Advertisers: Google AdWords; For Web Publishers: Google AdSense," downloaded from http://www.google.com/intl/en/ads/index.html on 9/8/05, pp. 20	
UB	AH	HART, PETER E., AND GRAHAM, JAMEY, Query-Free Information Retrieval, Oct. 1997, IEEE Cooperative Information Systems, (pp. 32-37)	

Examiner
Signature

Date
Considered

3/31/06

* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.